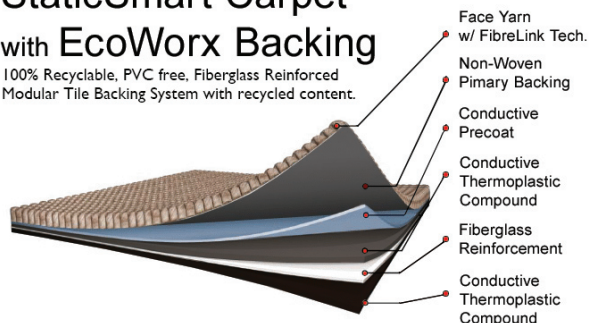


## Benefits of StaticSmart™ EcoWorx™ Backing System

### StaticSmart Carpet with EcoWorx Backing

100% Recyclable, PVC free, Fiberglass Reinforced  
Modular Tile Backing System with recycled content.



**IF IT DOESN'T SAY  
ECOWORX® — IT'S PVC.**

#### QUICK FACT:

**EcoWorx is THE ONLY NON-PVC  
BACKING available on the market  
today for static control carpet tile.**

*(Anything else is just plain  
old-fashioned vinyl.)*

### StaticSmart EcoWorx Benefits

- ✓ Superior alternative to PVC\*\* and a Cradle to Cradle product
- ✓ Environmentally friendly 100% recyclable with recycled content (backing contains 40% recycled content) and lower embodied energy than PVC backed carpet tile
- ✓ Backed with an environmental guarantee: Shaw will pick up EcoWorx-backed products, at no cost to the customer, and recycle it into more EcoWorx
- ✓ Assessed by MBDC Design Protocol as safe for human health and the environment
- ✓ Superior dimensional stability to PVC backed carpet tile, with 50% less weight
- ✓ Lower VOCs and smoke density test results than PVC backed carpet tile
- ✓ All carpet backed with EcoWorx passes CRI Green Label and Green Label Plus certifications
- ✓ Permanent conductive carbon component in EcoWorx backing. Unlike PVC,\*\* which uses a static dissipative additive that migrates as the PVC\*\* ages (resistance increases over time resulting in reduced and compromised static control protection)
- ✓ Meets or Exceeds ALL industry standards for static control flooring *including* ESD/ANSI S20.20, D.O.D. HDBK263A, FAA-STD-019e, Motorola R56, and ATIS-0600321.2010
- ✓ Strongest, most durable backing-- 5x greater tensile strength, 8x greater tear strength, and 2x greater lamination strength than PVC backed carpet tile\*\*
- ✓ Lifetime commercial warranty covering static control, edge ravel, zippering, delamination and moisture degradation
- ✓ Smart packaging allows pallets to fit through standard doorways
- ✓ Lightweight design contributes to ease of installation
- ✓ The only static control tile that can be installed with LokDots
- ✓ Ideal for access floor installations

#### Awards and Recognition\*

- ✓ Governors Award for Pollution Prevention (1999)
- ✓ EPA Presidential Green Chemistry Challenge Award (2003)
- ✓ NeoCon Most Innovative Product Award (1999)
- ✓ Featured in Interior Design, Contract and Metropolis magazines

\* Awards listed are for Shaw EcoWorx.